



MISSOURI BACK-TO-SCHOOL

**TAX FREE
WEEKEND**

IS FRIDAY, AUG. 7 THROUGH
SUNDAY, AUG. 9

PLANNED SPENDING & BUYING

SCHOOL

ITEM	SPENDING	BUYING
SCHOOL SUPPLIES	\$7.3 BILLION	95%
CLOTHING	\$12.5 BILLION	95%
SHOES	\$8.7 BILLION	93%
ELECTRONICS	\$14.7 BILLION	68%

COLLEGE

ITEM	SPENDING	BUYING
SCHOOL SUPPLIES	\$7.0 BILLION	94%
CLOTHING	\$13.1 BILLION	90%
PERSONAL CARE	\$9.6 BILLION	89%
SHOES	\$8.7 BILLION	86%
FOOD	\$11.1 BILLION	85%
ELECTRONICS	\$24.6 BILLION	74%
BRANDED GEAR	\$7.1 BILLION	69%
FURNISHINGS	\$14.0 BILLION	67%
GIFT CARDS	\$8.3 BILLION	58%

U.S. BACK-TO-SCHOOL SPENDING



\$864

AVERAGE HOUSEHOLD EXPECTED
SPENDING ON BACK TO SCHOOL
SHOPPING FOR GRADES K-12.



\$43.3 BILLION

PLANNED SPENDING ON BACK TO
SCHOOL SHOPPING FOR GRADES K-12.



\$1,438

AVERAGE HOUSEHOLD EXPECTED
SPENDING ON BACK TO SCHOOL
SHOPPING FOR COLLEGE.



\$103.5 BILLION

PLANNED SPENDING ON BACK TO
SCHOOL SHOPPING FOR COLLEGE.

THE NUMBER OF
ELECTRONICS AND
APPLIANCE STORES
IN MISSOURI, WHICH HAVE
MORE THAN 6,000 EMPLOYEES AND PAY
AN AVERAGE WEEKLY WAGE OF \$1,192.

664



MANY CONSUMERS ARE DELAYING PURCHASES UNTIL LATER IN THE SEASON OR SPREADING OUT THEIR SHOPPING TO MANAGE THEIR BUDGETS. AMONG THOSE WHO HAVE NOT YET PURCHASED AT LEAST HALF OF THEIR BACK-TO-SCHOOL ITEMS, 46% SAY THEY ARE WAITING FOR THE BEST DEALS TO FINISH THEIR SHOPPING, WHILE 23% ARE SPREADING THEIR BUDGETS.

- NATIONAL RETAIL FEDERATION AND PROSPER INSIGHTS & ANALYTICS, BACK-TO-SCHOOL SURVEY

Sources:

<https://nrf.com/research-insights/holiday-data-and-trends/back-to-school>

<https://meric.mo.gov/data/industry/quarterly-census-employment-wages-qcew-in, NAICS 4492 - 2025Q4>

<https://dor.mo.gov/taxation/business/tax-types/sales-use/holidays/back-to-school/>

